MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2018 / 2019 SESSION

DBS5624 – ELECTRONIC BUSINESS

(For DIA Students Only)

27 MAY 2019
2.30 pm – 4.30 pm
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **SIX (6)** pages with **TWO (2)** sections.
2. Answer **ALL** questions.
3. For Section A, shade your answers in the OMR sheet provided.
4. For Section B, write your answers in the answer booklet provided.

SECTION A: MULTIPLE CHOICE QUESTIONS [30 marks]

1. Andy has ordered a pair of jogging shoes through *lazada.com.my*. The shoes will be delivered within 14 days from the day he made the payment using his credit card. This is an example of _____.

   a) pure e-commerce
   b) partial e-commerce
   c) face-to-face commerce
   d) systematic commerce

2. *Shopee.com.my* allows small businesses to sell products on their marketplace. Which of the following **BEST** referred to this e-commerce transaction between Shopee and small businesses?

   a) Business-to-business
   b) Business-to-employees
   c) Business-to-government
   d) Business-to-consumers

3. Affiliate revenue model is referring to _____.

   a) commissions paid on volume of transaction
   b) commissions for referring customers
   c) commissions from advertisers
   d) commissions paid on sales of goods

4. All of the following referring to the functions of a business model **EXCEPT** _____.

   a) describes the major business processes of an organisation
   b) formulates venture's competitive strategy
   c) estimates the cost structure and profit potential
   d) eliminates the rival's performance in the market

5. Wikis, search engine optimisation and social networking sites are examples of the _____ generation of internet-based services.

   a) first
   b) second
   c) third
   d) fourth

6. Which of the following is **NOT** referring to e-commerce?

   a) Rebecca has subscribe Netflix channel to watch her favorite series.
   b) Rebecca searches the latest shoe designs at Instagram and submit order at the link provided.
   c) Rebecca views the curtains design from the catalogue book available in the curtains shop.
   d) Rebecca places order at Tesco's website to purchase groceries.

Continued...

7. A private e-marketplace in which one company makes purchase from invited suppliers refers to _____.

   a) sell-side e-marketplace
   b) buy-side e-marketplace
   c) public e- marketplace
   d) general e-marketplace

8. Payment processing, packaging and delivery are examples of _____ activity in e-marketplace.

   a) back-end
   b) front-end
   c) pure play
   d) virtual

9. *Trivago.com.my* combines several sites in one platform for consumer to compare prices easier. This tools **BEST** referred to _____.

   a) folksonomy
   b) tag
   c) mashup
   d) wikis

10. The limitations on online auction include _____.

    a) maximum security and fraud
    b) minimal security and fraud
    c) minimal security and unlimited participation
    d) fraud and unlimited participation

11. _____ is a person who facilitates transactions between buyers and sellers.

    a) Broker
    b) Consultant
    c) Tutor
    d) Mentor

12. Shopping robots is _____.

    a) a gateway to similar web store or e-mall
    b) a gateway to similar products or services
    c) a tool to scout the web on behalf of consumers who specify search criteria
    d) a tool to scout the web on behalf of sellers who are searching potential buyers

13. Which of the following **BEST** referred to the benefits of online travel services?

    a) Does not require any manpower.
    b) Does not require physical offices.
    c) Require expensive multi-channel sites.
    d) Require huge support from government.

Continued...

14. Which of the following refers to the common activities in online financial service providers?

a) Checking balances.
b) Paying bills.
c) Transferring fund.
d) All of the above.

15. Jemma has a shoes factory in Kuala Lumpur and selling her products in several countries through her website *jemmashoes.com*. This activity can be referred to _____.

a) brick-and-mortar retailers
b) click-and-mortar retailers
c) direct sales by manufacturer
d) pure play retailers

16. Online travel market is expanding in these recent years. Which of the following related to online travel market?

a) Airline tickets.
b) Hotel reservations.
c) Car rentals.
d) All of the above.

17. E-voting involves interactions between _____.

a) government-to-government
b) government-to-business
c) government-to-citizens
d) government-to-employees

18. Which of the following describes the drawback of e-learning?

a) Reach larger number of learners.
b) Need to have updated software.
c) Fear free environment.
d) Flexible and self-paced learning.

19. The drivers of e-learning consist of the following **EXCEPT** _____.

a) established intranets and internets
b) established social networking software
c) well-trained teachers or tutors
d) standard classrooms for learners

20. Collaborative commerce helps to _____.

a) increase the share costs between dealers and retailers
b) reduce misunderstanding on language
c) eliminate channel of conflict between dealers and retailers
d) eliminate third party interruption during the process

Continued...

21. Brian just worked as Payroll Officer in less than a month and not familiar with payroll system. One day, the manager asks him to create entry for new staffs. In order to do the tasks, he needs to watch an online video on how to create new entry in the system. He manages to prepare in less than five minutes after watching the online video tutorial. This learning method related to _____.

a) just-in-time learning
b) social learning
c) learning management system
d) knowledge management

22. An electricity network managed by utilising digital technology is called _____.

a) smart home
b) smart grid
c) smart device
d) smart technology

23. Automatic vehicle location helps user to _____the geographic location of a vehicle and transmitting the information to a request.

a) create
b) determine
c) initiate
d) predict

24. Youtube and Spotify are among applications of _____ that allow users to enjoy the services at anytime and anywhere.

a) mobile government
b) mobile enterprise
c) mobile commerce
d) mobile entertainment

25. Mobile marketing has created big implications in marketing. The implications are as follows **EXCEPT** _____.

a) consistent branding
b) responsive design
c) flexible cost
d) decrease complexity

26. Social marketing is a combination of _____ to achieve a set of social behavioral goals within a target audience.

a) social policy and marketing practices
b) social media and marketing channel
c) social entity and marketing entity
d) social network and marketing network

Continued...

27. _____ is a word of mouth method by which customers promote a product or service by telling others about it.

a) Mobile marketing
b) Social marketing
c) Viral marketing
d) Viral network

28. In social commerce activities, 'seeker' will _____.

a) connects with other people to find out information skills and advices which item the best to buy
b) perform a bridging function between disparate groups of people and introducing people to each other
c) persuade people to do things, buy certain products and act in certain ways
d) experts in particular areas and giving positive or negative advices

29. Choose the **BEST** answer describing benefit of social commerce to retailers.

a) Increased competition among suppliers to give better offer.
b) Increased website traffic that brings more revenue.
c) Increased money on customer services center.
d) Increase customer's expectation on response and feedback.

30. Social Commerce in virtual worlds is _____.

a) the most preferred choice by all generations
b) requiring the users to have a sum of money to purchase items
c) resembling the real-world environment
d) allowing users to enjoy the activity even offline

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SECTION B: STRUCTURED QUESTIONS. [70 marks]

QUESTION 1

a) Explain the **FOUR (4)** types of online malls. Provide **ONE (1)** example for each. (12 marks)

b) Explain the **FOUR (4)** types of auctions (8 marks)

(Total: 20 marks)

QUESTION 2

a) Provide any **FIVE (5)** benefits of mobile government. (5 marks)

b) Explain any **TWO (2)** implementation issues of mobile government. (4 marks)

c) Describe any **THREE (3)** advantages and **THREE (3)** limitations of e-book. (6 marks)

(Total: 15 marks)

QUESTION 3

a) Describe the **FIVE (5)** infrastructure of l-commerce. (10 marks)

b) List any **FIVE (5)** types of mobile devices. (5 marks)

c) List any **FIVE (5)** features of smart home system. (5 marks)

(Total: 20 marks)

QUESTION 4

a) Define '*social marketplace*'. (3 marks)

b) Define '*real-time online shopping together*'. (3 marks)

c) In this recent demand, customers always find and purchase products in Facebook, Twitter and Pinterest; and it requires the retailers to create their business page or column in these social media applications. Describe any **THREE (3)** marketing tools features for each. (9 marks)

(Total: 15 marks)

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